



WXYZ

ORDER

Print Date 09/24/12

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Flight Dates **10/28/12-11/06/12**

Contract / Revision **311821 /**

Original Date / Revision
09/20/12 09/20/12

Advertiser **Judicial Crisis Network**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Product
JCN-Judicial Crisis Network

Agency Com 15%

Billing Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **C28N06**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS Ballot

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	2	\$1,530.00	\$1,800.00	0.00	10/01/12	10/28/12	2	\$1,530.00	\$1,800.00
November 2012	47	\$58,650.00	\$69,000.00	0.00	10/29/12	11/06/12	47	\$58,650.00	\$69,000.00
Totals	49	\$60,180.00	\$70,800.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	10/29/12	11/06/12	12-1pm M-F 12-1pm	CM	12-1pm	11111--	:30	5	\$1,000.00	P-2	0.00 NM	9	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	12111--	6		\$1,000.00		0.00					
Week:		11/05/12	11/11/12	21-----	3		\$1,000.00		0.00					
N 2	WXYZ	10/30/12	11/06/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	1111---	:30	4	\$1,000.00	P-3	0.00 NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-111---	3		\$1,000.00		0.00					
Week:		11/05/12	11/11/12	11-----	2		\$1,000.00		0.00					



WXYZ

Print Date: 09/24/12

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Contract / Revision **311821** Flight Dates **10/28/12-11/06/12**

Hiatus Dates

Original Date / Revision 09/20/12/ 09/20/12

Order Sep 00:20:00

Advertiser **Judicial Crisis Network** Product **JCN-Judicial Crisis Network** Estimate # **C28N06**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	10/31/12	11/05/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	1-1----	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----					1	\$1,200.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$1,200.00		0.00			
N 4	WXYZ	10/29/12	11/06/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	\$700.00	FX	0.00	NM	7	\$4,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11111--					5	\$700.00		0.00			
Week:		11/05/12	11/11/12	11-----					2	\$700.00		0.00			
N 5	WXYZ	10/29/12	11/06/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11211--	:30	6	\$1,600.00	FX	0.00	NM	9	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11211--					6	\$1,600.00		0.00			
Week:		11/05/12	11/11/12	21-----					3	\$1,600.00		0.00			
N 6	WXYZ	11/03/12	11/03/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	2	\$900.00	FX	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					2	\$900.00		0.00			
N 7	WXYZ	11/03/12	11/03/12	SA 8-10am Action News SA 8-10am Action News	CM	8-10a	-----S-	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$900.00		0.00			
N 8	WXYZ	10/28/12	11/04/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$900.00		0.00			
Week:		10/29/12	11/04/12	-----S					1	\$900.00		0.00			
N 9	WXYZ	10/28/12	11/04/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$900.00	FX	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$900.00		0.00			
Week:		10/29/12	11/04/12	-----S					1	\$900.00		0.00			
N 10	WXYZ	10/29/12	11/06/12	6p News 6-630pm M-F	CM	6-630pm M-F	11111--	:30	5	\$2,000.00	FX	0.00	NM	7	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11111--					5	\$2,000.00		0.00			
Week:		11/05/12	11/11/12	11-----					2	\$2,000.00		0.00			
N 11	WXYZ	11/03/12	11/03/12	Early News Sa Sa 6-630p	CM	6-630pm Sat	-----S-	:30	2	\$1,400.00	FX	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					2	\$1,400.00		0.00			
N 12	WXYZ	11/03/12	11/03/12	ABC College Ftbl 330-7pm ABC's Clge Ftbl 330-7pm	CM	330-7pm	-----S-	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$12,000.00		0.00			
Totals													49	\$70,800.00	